

**WHAT IS CLAIMED IS:**

1. A method for initiating a push session, comprising:
  - (a) sending a message from a push initiator to a device, wherein said message has at least one embedded ID corresponding to said push initiator;
  - (b) matching said embedded ID with a list of ID's in said device;
  - (c) rejecting said message if the embedded ID matches with at least one ID in said device, and triggering said device to initiate a push session with said push initiator.
2. The method of claim 1 wherein said ID is selected from a group consisting of at least one numeric number, alphanumeric number, tone and symbol.
3. The method of claim 1 wherein said push initiator is selected from a group consisting of computer, phone and PDA.
4. The method of claim 1 wherein said device is selected from a group consisting of computer, phone and PDA.
5. The method of claim 1 wherein said message from said push initiator to said device is sent via at least one mobile network.
6. The method of claim 1 wherein means for communication between said push initiator and said device is via wireless.
7. The method of claim 1 wherein means for communication between said push initiator and said device is selected from a group consisting of wire line, telephone line, cable line, electrical line and fiber optic line.
8. The method of claim 1 wherein said list of ID's is stored in a push initiator data base.

9. The method of claim 1 wherein said list of ID's is stored in a push initiator data base contained in said device.
10. The method of claim 1 wherein said device is set-up from a remote location.
11. A method of setting-up a device, comprising:
  - (a) accessing a memory location on said device; and
  - (b) storing at least one ID corresponding to at least one push initiator.
12. The method of claim 11 wherein said ID is selected from a group consisting of at least one numeric number, alphanumeric number, tone and symbol.
13. The method of claim 11 wherein said device is selected from a group consisting of computer, phone and PDA.
14. The method of claim 11 wherein said ID is stored in a push initiator data base contained in said device.
15. The method of claim 11 wherein said ID comprises the name of at least one push initiator.
16. The method of claim 11 wherein said ID comprises a caller identification number corresponding to at least one push initiator.
17. The method of claim 11 wherein said ID comprises a caller identification number corresponding to at least one push initiator, and wherein said identification number is associated with a phone line which is attached as a caller identification number by a local switch.

18. The method of claim 11 wherein said ID comprises a caller identification number corresponding to at least one push initiator, and wherein said identification number is a pseudo telephone number and wherein said number is generated by a switch on a network as a result of a request which was directed to it from a specific Push Initiator.
19. A method for initiating a push session, comprising, sending a message from a push initiator to a telephony device wherein said message is sent via a telephony network as a call initiation request.
20. The method of claim 19 wherein said message has at least one embedded ID corresponding to said push initiator.
21. An apparatus comprising a push initiator connected to a communication device.
22. The apparatus of claim 21 wherein communication between said push initiator and said communication device is via at least one mobile network.
23. The apparatus of claim 21 wherein means for communication between said push initiator and said communication device is via wireless.
24. The apparatus of claim 21 wherein means for communication between said push initiator and said communication device is selected from a group consisting of wire line, telephone line, cable line, electrical line and fiber optic line.
25. The apparatus of claim 21 wherein said push initiator is selected from a group consisting of computer, phone and PDA.
26. The apparatus of claim 21 wherein said communication device is selected from a group consisting of computer, telephone and PDA.

